

CHAPTER I INTRODUCTION

This chapter consists of research background, research problems, research objectives, scope and limitation and definition of key terms.

1.1 Research Background

Humans have the necessity to interact with each other. Regarding to that, human needs a process which is called communication. According to Megginson as cited in Sharma (2017), communication is the process of transmitting meanings, ideas and understanding of a person or a group to another person or group. Furthermore, Keith & Davis (2017) stated that communication is a way of reaching others by transmitting ideas, feelings, thoughts, facts and values. Thus, Communication has an important role throughout human history.

Moreover, language helps human to communicate with each other. In the other hand, there are a lot of languages which used in this world. Different region and culture have their own language. Still, human need some kind of bridge to help them understand each other despite the language difference. Here, translation came as a connection for people from different language and culture (Hartono, 2003).

Translation is a means of transferring meaning between two or more languages. Translation bridges communication and relation among people who speak different languages. Translation is the activity related to sharing

ideas across different languages, each of which might have different rules and different cultural background.

Translation is not only altering or transferring words but more importantly, it needs to take into consideration the true meaning and message behind the words. The meaning should not be changed or altered from the source language into the target language. Moreover, the meaning is expected to be communicative, accurate and natural.

Following this globalization with the rapid development of economy, science, and technology, translation becomes a necessity. There are some products of translation. Various translation products which generally known are such as the translated books, novels, scientific journals et cetera.

Furthermore, there are some procedures of translation. One of which is translation shift. Catford (1965), states that 'shift' refers to the alteration of formal correspondence in translating process of one language into another. Formal correspondence refers to the equivalents of linguistics category of two different language including structure, class, unit, and intra-system.

There were some studies related to the study of translation especially translation shift. One of which was conducted by Nusantari (2018). Another previous research was conducted by Pertiwi (2017). Movie subtitle and manuals found in household products are the objects of these previous researches. The research done by Pertiwi (2017) shows that all of the categories of translation shift found in manuals and household products, namely structure shift, class shift, unit shift and intra-system shift with the

most dominant one was unit shift. Meanwhile, the research done by Nusantara (2018) shows that the similar result which was all of the category shifts were found in the *Alangkah Lucunya Negeri Ini* movie, namely structure shift, class shift, unit shift and intra-system shift.

In this research, researcher focuses on a different kind of translation product, which is company profiles of state-owned enterprises in Indonesia. According to Asmara(2006), Company profile is a media which aims to build the company image and also works as promotion media. Therefore, it becomes crucial for companies to show their image as good as possible. Company profile also aims to grab the attention of customers to buy their products or use their services also for future investors to help them to fund their company in order to develop and gain more profit.

Additionally, in this research, the researcher tries to analyze the translation shifts occur on the company profile of Indonesia's state-owned enterprises. A state-owned enterprise is considered as a business enterprise which controlled or owned by the government or the state significantly through full, majority, or significant minority. The reason why researcher chooses this specific object because there is not any previous research which study the translation shift found in company profile, especially the company profile of state owned enterprises. Furthermore, researcher tries to contribute more in the study of translation by showing there are more great opportunities in regards of translation. So, translation especially translation products are not limited to translating, novels movie subtitles, and books but there are more wide arrays which students or future translators can produce.

1.2 Research Problems

According to the background of the research, the researcher states the research problem as follows:

1. What are kinds of unit shifts found in the profiles of state-owned enterprises in Indonesia?
2. What is the most dominant kind of unit shift found in the profile of state-owned enterprises in Indonesia?

1.3 Research Objectives

The aim of this research is to answer the research problem which has been stated.

1. To investigate the unit shift found in the company profile of state-owned enterprises in Indonesia.
2. To determine the most dominant unit shift found in the company profile of state-owned enterprises in Indonesia.

1.4 Scope and Limitation

Unit shifts in the profiles of state-owned enterprises in Indonesia are the scope of this research. The data are limited to the profiles of state-owned enterprises in Indonesia especially from the provision of the accommodation sectors which consist of PT Hotel Indonesia Natour (Persero), information and communication sector which consist of Perum Produksi Film Negara, Perum Lembaga Kantor Berita Nasional Antara, PT Telekomunikasi Indonesia (Persero) Tbk and real estate sector which consist of PT TWC dan RB (Persero) and PT Pengembangan Pariwisata Indonesia (Persero). The company profile can be accessed through www.bumn.go.id.

1.5 Research Significance

1. Students

It is expected that this research would help students to understand better regarding to translation shift. Researcher also hoped that student will acquire the knowledge which they need to know about what is the requirement to gain equivalent meaning from source language to target language. Additionally, it can broaden students' view of translation in practical form, one of which is the usage of translation shift in the profile of state-owned enterprises in Indonesia.

2. Lecturers

The research can be used as a material in translation studies, especially in regard to translation shifts in various translation products particularly in other company profiles.

3. Future Researchers

This research encourages future researchers to study more about translation shift especially in other translation products.

1.6 Definition of Key Terms

1. Translation

Translation is the activity or process of replacing a text from its original language or source language into the target language or the language which desired by translator and reader.(Munday, 2008)

2. Unit Shift

Unit shift, also known as a rank shift, occurs when the translation product in TL is at a different rank compared to SL. The term rank here refers to the hierarchical linguistic units namely word, phrase, clause, and sentence. (Munday, 2008)

3. Company Profile

Company Profile is a media used by a company in order to build the image of the company itself and also works a promotion means.(Asmara, 2006)

